



June 2012

Influenza News

Special Edition

The National Influenza Vaccination Disparities Partnership is a national multi-sector campaign, spearheaded by local influential partners who commit to promote the importance of vaccination uptake among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

Hispanic Leaders Yield Impressive Results

This is the second edition of a three-part series that pays special tribute to our partners within disparate populations. Last month we highlighted our partners working with African American communities. This edition pays special tribute to our NIVDP partners who are working within the Latino community to increase awareness about the importance of influenza vaccination. Due to their involvement, more than 5,000 Hispanics have been vaccinated and over 50,000 influenza vaccination materials have been disseminated in cities such as Washington, DC; Salt Lake City, UT; Fresno, CA; Portland, OR; Dallas, TX; Chicago, IL; Hartford, CT; New Orleans, LA; Albuquerque, NM; and New York City, NY.

Over **60%** of Latino adults and nearly **40%** of Latino children are not vaccinated against influenza

CDC, March 2012

SPOTLIGHT ON PARTNERS

Chicago Area Immunization Coalition Forges Effective Public/Private Partnerships

Melissa Ponce, Senior Project Coordinator for the Chicago Area Immunization Coalition, continues to organize influenza vaccination clinics for underserved residents in her community. During National Influenza Immunization Week, she engaged several new partners including the Little Village Community Center, a trusted source among Hispanic residents. More than 100 individuals were vaccinated against flu at the Center's first vaccination clinic. The Coalition was also successful in distributing over 2,000 Walgreen vaccination vouchers and linkages were established with the Chicago Department of Public Health and Blue Cross/ Blue Shield of Illinois.



Melissa Ponce, Senior Project Coordinator for the Chicago Area Immunization Coalition

Washington, DC Metro Ranks as a Top Site for Walgreens' Flu Vaccination Program

Well-coordinated and synergistic collaborations were established to promote flu immunization with uninsured and under-insured populations by organizations like the Hispanic Institute for Blindness Prevention (HIBP), Walgreens, the Mexican Consulate of Washington, DC, the Consulate of El Salvador, the Mayor's Office on Latino Affairs, and the DC Department of Health. This collaboration resulted in over 3,000 influenza vaccinations during the 2011-2012 flu season. German Valbuena, the Executive Director of HIBP, an early champion of the *Yo Me Vacuno* (I Am Vaccinated) campaign, stated, "We are honored to be part of the HHS/CDC campaign and our patients are grateful."



HIBP staff: Miguel Orellana, Edwin Gonzalez, Giselle Arias, Ana Paula Doria

Ventanillas de Salud Program in New Orleans Reaches out to Honduran Community

According to Ana de la Garza, the Ventanillas de Salud (VDS) Program Coordinator at the Mexican Consulate in New Orleans, the Honduran community has called Louisiana home since the 1900's. Even though the VDS program is housed within the Mexican Consulate, clients from a variety of cultural backgrounds seek their services. "The Honduran, African American, and American Indian communities are welcomed in our clinics. There are too many health needs to turn anyone away," says Assistant Consul Maria de Jesus Monsalvo Ortiz. "Our clinics serve many from all parts of Louisiana and Mississippi." With over 12 local partners including the Jefferson Physician's Foundation, the Hispanic American Medical Association of Louisiana, and the New Orleans Faith Health Alliance—more than 1,600 Latinos were vaccinated against influenza during the past flu season.



New Orleans Mexican Consulate staff: Maria Monsalvo, Ana de la Garza, and Mara Albarran

Baltimore Mayor's Office Continues Support of CDC Campaign and NIVDP

The Hispanic Health Commission for the City of Baltimore represents a group of local leaders who are advocates for promoting the health and well-being of Latinos. Catalina Rodriguez, the Hispanic Affairs Liaison for the Mayor's Office of Baltimore works with the Commission and was instrumental in organizing several vaccination clinics in partnership with the local health department, community clinics, charter schools, and faith-based organizations. "We have to be persistent and we have to stress with everyone, including health care providers, that influenza is a serious health threat that can't be taken lightly," concludes Catalina. Over 400 Maryland residents were vaccinated in the Baltimore Metropolitan area in support of CDC's national influenza vaccination campaign.



Baltimore Mayor Stephanie Rawlings-Blake (center) and Catalina Rodriguez (right) at a National Influenza Vaccination Week event

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<http://www.cdc.gov/flu/>